

ONLINE BUSINESS COMMUNICATION

(Quantitative Descriptive Study to the Students of Communications and Informatics Faculty at the Universitas Muhammadiyah Surakarta in 2015)

THESIS

Submitted as Partial Fulfillment of the Requirements for Getting Undergraduate
Degree of Communication Science
Communication Science Department



Submitted by:

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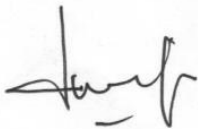
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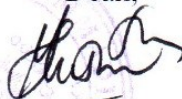
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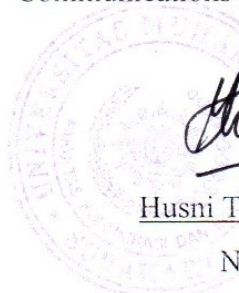
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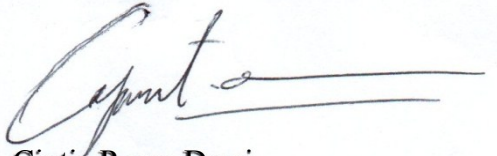


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I declare that this thesis is my own paper and this thesis is never submitted to earn a degree at University in my knowledge, there is also no work or opinion ever written or published by other before, except those that written in the paper reference and mentioned in the bibliography.

If it later proves to be injustice in my statement above, I am fully responsible and willing to accept the sanction provided.

Sukoharjo, 10 Mei 2016



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MOTTO

Life is a choice, if want to be known and remembered, be a very smart person or very stupid person and achieve the successful by yourself. Because something which is in the middle point have been had by the most of people.

_Javan A.S (brother)-

No word give up in our life dictionary, because of disappointing, suffering, failure, and sadness are the teacher that will make us to become strong and wise person in running the life.

Don't be sad, if they have anything. This is only time problem, go on to thanks to God an get your step is a process to become better person. Be sure Allah will give happiness by giving anyways which is more fun.

The best painting is able to see their happiness smile (happiness of giving)

-Cintia PD-

DEDICATION

This thesis is presented to:

All those have given happy smile, love, motivation and spirit. For those who
accepting me who ever I'm.

You all not just friend or best friend, but you all are my family.

PREFACE

Assallamu'alaikum Wr. Wb

Alhamdulillah all praise to Allah SWT because of His abundant blessings, grace, guidance, and blessing, so I can complete my thesis with the title “Online Business Communication (Quantitative Descriptive Study to the Students of Communications and Informatics Faculty at the Universitas Muhammadiyah Surakarta in 2015)”. Many obstacles which pose difficulties in completing this thesis, but for the help of various parties and encouragement, finally difficulties can be overcome with good. On this occasion, with humility then allows the writer to say thank you to all those who had provided assistance in the writing of this thesis:

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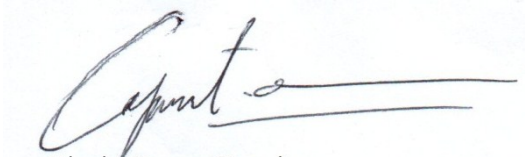
6. Faculty of Communication and Informatics Universitas Muhammadiyah Surakarta as a place to study
7. My beloved Parents Papah Agus Yuwono, could see the smiles and your common is a happiness
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The authors are aware that all your advice is the best for my future. To become an independent person in all conditions.
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15. Finally all of my friend in Universitas Muhammadiyah Surakarta that cannot be mentioned one by one, who have support for me.

The writer hopes that the research paper will be useful for the readers. The writer realizes that this research paper is far from being perfect. Therefore, would be very pleasant to accept comments and criticism from the readers to make this thesis better.

Wassalamualikum warrahmatullahi wabarokatuh.

Sukoharjo, 10 Mei 2016



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ABSTRAK

Cintia Puspa Dewi, L 100112004, Komunikasi Bisnis Online (Study Deskriptif Kuantitatif Pada Mahasiswa Fakultas Ilmu Komunikasi & Informatika Universitas Muhammadiyah Surakarta 2015), Skripsi, Program Studi Ilmu Komunikasi, Fakultas Komunikasi Dan Informatika, Universitas Muhammadiyah Surakarta, 2016

Bisnis online merupakan salah satu bidang usaha yang sekarang ini semakin digemari oleh sebagian besar masyarakat Indonesia. Kemudahan dan jangkauan yang luas membuat bisnis online sebagai tambang emas bagi kalangan anak muda seperti mahasiswa yang mampu menerima dan beradaptasi dengan perkembangan teknologi baru. Cara berkomunikasi menjadi faktor penting yang dapat menentukan kesuksesan atau kegagalan dalam bisnis online. Tujuan dari penelitian ini adalah untuk melihat bagaimana komunikasi bisnis online yang dilakukan oleh mahasiswa dari fakultas ilmu komunikasi dan informatika di universitas Muhammadiyah Surakarta.

Penelitian ini menggunakan metode kuantitatif deskriptif, dengan tujuan untuk mendeskripsikan fenomena sosial yang sudah ada, secara detail dan sistematis. Teknik pengumpulan data menggunakan angket dengan daftar pertanyaan sebagai pelengkap. Teknik sapling dalam penelitian ini adalah purposive sampling. Kriteria dari responden adalah pendapatan bulanan minimal dua juta rupiah dengan pengalaman menjalankan bisnis onlen selama satu tahun. Responden dalam penelitian ini adalah mahasiswa FKI UMS yang menjalankan bisnis online yang berjumlah 30 orang.

Hasil penelitian ini menunjukkan bahwa bentuk komunikasi bisnis online yang digunakan berupa komunikasi non-verbal dimana menggunakan symbol seperti pesan teks, gambar atau emoji untuk menyampaikan pesan persuasif dan informatif kepada konsumen. Selain itu, media online yang banyak digunakan adalah situs jejaring social, toko online, blog, website dan situs tertentu yang sesuai dengan karakteristik konsumen. Upaya promosi adalah dengan memberikan diskon pada hari khusus atau even tertentu, menyediakan game interaktif dan potongan harga untuk konsumen yang melakukan pembelian pada jumlah tertentu.

Kata kunci : *komunikasi bisnis, kuantitatif, online*

ABSTRACT

Cintia Puspa Dewi, L 100112004, ONLINE BUSINESS COMMUNICATION (Quantitative Descriptive Study to the Student of the Communication and Informatics Faculty of the Universitas Muhammadiyah Surakarta 2015), Thesis, Study Program Of Communication Science, faculty of Communication and Informatics at the Universitas Muhammadiyah Surakarta, 2016

Online businesses are one of business which is now increasingly favored by the majority of Indonesia society. Ease and breadth of coverage makes the online business as a goldmine for young people such as students being able to accept and adapt to new technological developments. The way to communicate become an important factor that is capable of causing the success or failure of an online business. The purpose of this research is to see how online business communication conducted by student of Communication and Informatics Faculty of the Universitas Muhammadiyah Surakarta.

This research using quantitative descriptive method, with the aim of describing a social phenomenon that is already exist, detail and systematically. Data collection techniques using questionnaires and questions of explanation as complementary. Sampling technique used in this research is purposive sampling. Criteria of respondent are the minimum monthly income more than two million rupiah and already running online business for one year. Respondent in this research are student of FKI UMS who run the online business totaling 30 people.

The results of this study indicate that this form of online business communications used in the form of non-verbal communication, such as text messages, images or emoji to convey persuasive and informative communication message to consumers. In addition, the online media widely used such as social networking sites, online mall, blogs, websites and certain sites in accordance with the characteristics of customers. Promotional efforts is to give a discount on the special day / special events, interactive games and rebates for consumers who are shopping for a nominal amount.

Keywords: *Business Communication, Online, Quantitative*